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COMMERCE

"A STUDY ON WOMEN ENTREPRENUERSHIP CHALLENGES AND PROSPECTS

WITH SPECIAL REFERENCE TO HYDERABAD DIST"

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CHAPTER PLAN

Chapter 1: Introduction

Chapter II: Review of Literature

Chapter-III: Socio-economic Profile and Awareness level on Entrepreneurship

Chapter IV: Impact of Economic, Psychological, Social and Financial Constraints on the Entrepreneurship Development

Chapter - V: Women Entrepreneurs Challenges and Measures for the Development

Chapter-VI: It Findings, Conclusions and Suggestions

Bibliography

Appendix

INTRODUCTION

Entrepreneurship is an important part of a country's development. Nurturing a person's natural entrepreneurial spirit is a powerful key to economic development, which is especially crucial in developing countries. People have a wide range of career opportunities in small and medium-sized firms. Furthermore, small firms are typically involved as key players in the processes of local economic development and national economic transformation. Women's business in India began only three decades ago. Throughout history, the inventiveness of individual entrepreneurs has resulted in the industrialization of several nations. Because of the entrepreneurial spirit, ordinary folks become entrepreneurs, and ideas become economic realities.

Entrepreneurship is defined as the ability to spot a business opportunity, the foresight to realize its potential, the confidence to take the initiative, and the willingness to face risks. According to Mc Celland, entrepreneurship is a deliberate action carried out by an individual or a group of linked individuals in order to start, sustain, or earn profit through the production or distribution of economic goods and services. An entrepreneur is someone who takes actions that result in inventions, new product introductions, or existing product introductions into new markets, takes risks, and has a high level of achievement and motivation. She is also capable of combining resources to undertake complex undertakings that give her a lot of delight. In a predominantly agrarian country like India, entrepreneurship may be considered as a powerful economic growth instrument. Since independence, small-scale business has made a substantial contribution to economic growth.

Entrepreneurship is defined as the ability to establish new economic ventures, manage them, and analyze risks. Indian society has not taken the time to appreciate and include its female inhabitants in the country's economic development. Economic success occurs when men and women collaborate, and there is little doubt that the national economy will expand faster.

According to M. Visveswaraya, one of the great industrialists, in his book "Prosperity via Industry," the following seven M's are essential for contemporary enterprises. (i) Men (ii) Money (iii) Materials (iv) Machinery (v) Motive Power (vi) Market (vii) Management in order to achieve the goals he has set for himself, an entrepreneur should bring these seven factors together. The entrance of entrepreneurs into the economy not only makes the country richer, but it also empowers residents by providing work opportunities.

Characteristic Features of Entrepreneur

Entrepreneurs, it goes without saying, play a key role in a country's economic development. A country's economy needs create a large number of entrepreneurs in order to achieve quick and consistent growth. Increasing the number of entrepreneurs, on the other hand, is insufficient to push progress. Entrepreneurs must have the characteristics stated below if a country wishes to enhance its economy.

- Psychological risk-taking ability and self-assurance
- The ability to gather resources
- abilities in administration and organization
- Technology knowledge
- Acceptance of and adaptability to change, as well as an openness to new possibilities

A true entrepreneur must have broad personality attributes that aid in establishing initiative and the guts to execute tasks that arise from time to time, in addition to the functional talents described above.

A successful entrepreneur is thus someone or a group of people who have tact, patience, sagacity, as well as observation, discrimination, and forecasting ability. An entrepreneur must be a good judge of human nature and have strong leadership skills. As a result, a successful entrepreneur must have certain characteristics and talents, such as human skills, business skills, professional skills, behavioral or liaison skills, and the capacity to collaborate with existing government and financial organizations.

Entrepreneur

In recent years, a new breed of entrepreneur has developed in huge industrial enterprises. They are referred to as entrepreneurs. They originated from within the confines of an already existing firm. Top executives in major firms are encouraged to grasp creative ideas and transform them into products through research and development activities inside the organization's framework.

Entrepreneurship has grown in popularity in developed countries such as the United States. It has been discovered that a growing number of entrepreneurs are leaving their jobs in the NHS to start their own enterprises. Many of these entrepreneurs have experienced enormous business success.

Essence of Entrepreneurial Development

Because more formal education alone does not result in entrepreneurship, entrepreneurship development is essential to accelerate economic advancement. The entrepreneurial spirit of educated unemployed kids is to be promoted. The entrepreneurial spirit comprises not only a desire to make money, but also a strong desire to succeed. All of the motives of a high achiever will be obvious. Long-term dedication to a goal established by the entrepreneurs' needs endurance in the face of challenges and hardship.

The time has come in India for a concerted national effort to develop in educated youths a spirit of initiative, confidence, creativity, and inventiveness. Rapid industrial development has been limited by a lack of an acceptable industrial and entrepreneurial climate, as well as an industrial foundation and access to required technologies. Furthermore, for a country that is just getting started with small-business development programs, expanding indigenous entrepreneurship, particularly among the rural people, is vital. A plethora of policy measures were implemented in India, including increased plan allocation, the introduction of several developmental programs, and the expansion of financial conditions. Despite several promotional tactics, small scale industries are founded by entrepreneurs that lack invitation, motivation, innovation, and the capacity to handle risks and returns when they are tightly linked with business operations.

Entrepreneurship in the Development of Economy

Entrepreneurs and Entrepreneurship Development Programs (EDPs) are incredibly beneficial, critical, and important to the development of the Indian economy. Private entrepreneurship is expanding rapidly, yet it is not matching the goals of planners. Private entrepreneurs are quickly adopting the country's new socioeconomic orientation. Today, the government actively encourages the establishment of small firms by mandating term lending institutions to provide seed capital and credit at a discounted rate.

Entrepreneurs and entrepreneurship development programs are critical to the industrial and economic development of the country. Entrepreneurship has contributed to the current industrial and economic development of large-scale corporations in general and small-scale businesses in particular, in India. Even in India's most socially and economically backward regions, the growth of entrepreneurship among current and potential entrepreneurs is expanding the prospects for industrialization and economic development.

According to a survey and study on the expansion of small scale organizations, chemical, engineering, electronics, and agro-based industries developed faster in India. Similarly, the small and tiny sector has given rise to a plethora of ancillary industries.

All of this growth may be attributed to entrepreneurs and entrepreneurship.

Women Entrepreneurship

Women account for about half of the global population, and India is no exception. Since ancient times, Indian women have been revered as a source of power (shakti), which signifies that the mother is the source of all life. As a result, they are seen as the more affluent half of society. In traditional-ridden Indian society, women are frequently accorded a lesser social standing. They have emerged from behind the four walls to participate in a wide range of activities in modern society. Women have excelled in a variety of fields, including academics, politics, administration, social work, and so on, according to evidence from around the world.

Women entrepreneurs are defined as women who create, organize, and run a business, as well as women who develop, mimic, or modify a business model. A woman entrepreneur is defined by the Indian government as someone who participates in the management and employment potential of a corporation. As a result, a company owned and controlled by women must have a minimum financial interest of 51% of the capital and supply at least 51% of the company's jobs to women. The establishment and encouragement of a significant number of rural Self Help Groups promotes women's entrepreneurship.

Women continue to play a major role in modern middle-class families, not only as wives to their husbands, but also as wage earners. They seek jobs or participate in self-employment to help their families' financial status. Cost-of-living increases, as well as a desire for a higher standard of life, drive women to engage in respectable income-generating activities. Women's engagement in agriculture-related jobs is not a new concept in rural areas, and it is encouraged by the community as well. Women's labor is less expensive than that of their male counterparts. A woman owning a small company is also a common sight in rural areas. In rare cases, a woman who is the primary breadwinner for the family may be required to start a new business or continue with the present one. Women starting their own enterprises are becoming more common not only in urban areas, but also in rural areas, as a result of economic and sociological issues.

Concept of women entrepreneurs –

It is defined as a woman (or a group of women) starting, organizing, and running a business. Women entrepreneurs are those who want to create, organize, and run a business on their own or as part of a group. According to the Government of India, “it is an enterprise possessed, managed, and controlled by women with a minimum financial interest of 51 percent of the capital and providing at least 51 percent of the employment produced in the enterprise to women.”

Women who are overwhelmed with household activities and domestic responsibilities want to be independent and look for a career that will challenge them, as well as the desire to try something new. Women who work in business, on the other hand, are motivated by family obligations and responsibilities. Women have ownership, possession, self-governing money generation, and, most crucially, the flexibility to do all of this with their own structure and inventions, in terms of phrasal words of pull and push and their relative reality. As previously said, the three phrases – Risk Bearer, Organizer, and Innovator – inspire female entrepreneurs by implying a strong yet hard resolve to develop a career and generate opportunities for management, decision-making, and monitoring. Women are still denied the ideal value of independence, even after 75 years of Indian freedom; they must demonstrate a need for it. It is true, despite the fact that they play a vital role and are preoccupied with family matters and other responsibilities. Women try to stand out in society by adopting a distinct attitude. If liberty is granted, it will almost certainly result in something truly unique and imaginative for society. Women entrepreneurs choose to pursue occupation-oriented resources, yet they are compelled to confront challenges and operate under the stress of the aforementioned conditions. Such situations are referred to as "pull" factors. There is a situational 'push' factor, which can be described as women entering business-related positions merely because their families or bosses compel them to, and then they must give it their all.

Business sectors for women entrepreneurs are as follows –

Large and medium sector: -If a woman has finished basic training or an internship and has a qualified education, such as a Master of Business Administration, she is eligible to operate as an entrepreneur in the medium and large sectors.

Small sectors: -Despite the fact that some women lack the necessary formalities, such as a legitimate educational certificate or any mandated administrative preparation, their expertise in any small scale sector has helped them comprehend things better and prepare for entrepreneurship. These ladies generally choose handicrafts, weaving, clothes, dolls, and pickles, all of which they are familiar.

The third sector has no name because the women entrepreneurs involved work in the city, primarily in slums, and their mission is to assist women from lower socioeconomic backgrounds in earning a living. They are economically disadvantaged individuals who benefit from the organization's inspiring services.

NEED OF THE STUDY

When we consider the strengths and weaknesses of a person at an entrepreneurial level, wediscover that women are at the pinnacle with all the superiority, particularly with the confidence required to take charge of a dangerous situation with a solid solution. They perform well even when faced with unforeseen job-related responsibilities, and they are both creative and inventive. Devotion, commitment, sincerity, time management skills, a work-hard mentality, aggression, ambition, intelligence but patience, optimism but caution, and so on are all required. This, of course, leads to more entrepreneurship. Some of the causes may be as follows:

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- It has been discovered that the potential held by women entrepreneurs and general entrepreneurs has a long way to go.
- Half of the Indian population is female, and they make a greater contribution to the nation's growth; therefore, the main stream for them should be maintained open for full freedom.
- According to India's national economy, women perform a more devoted, devout, essential, and productive role as laborers. In terms of overall force, it is estimated to be approximately one-third.
- Increasing women's business is a key strategy for civilizing Indian domestics.
- In terms of wages, if it is an Indian woman, the portion of earnings is clearly operative for the family, its requirements, and future issues, while the same is not done to the same degree by a male from the same family. Improving women's income and quality of life via entrepreneurship entails making a multifaceted contribution to overall growth and development.

STATEMENT OF THE PROBLEM

The research sought to uncover trends in women entrepreneurship in the Hyderabad area in terms of community, profession, economic sources and motives, life structure, empowerment, and analyzes socio-cultural variables that influence the entrepreneurial process among women. It was discovered that the difficulties encountered by female entrepreneurs were diverse and multifaceted, and that they had to deal with extra issues as a result of their gender. The goal of this project is to investigate these difficulties and multidisciplinary connections.

Hence the need to transform government officials', bankers', businessmen's, family members', and others' negative attitudes toward women entrepreneurship in order for them to recognize that even without the active involvement of women entrepreneurs in wealth creation, the socio-economic development of the family, region, and nation is impossible. The government encourages female business via DIC and MSME programs, among other things. There is a need for an investigation of whether or not the effectiveness of DIC in the Hyderabad district is improving, and whether or not the number of beneficiaries is growing.

REVIEW OF LITERATURE

Ghote's (1992)[1]The book "Entrepreneurship Development: Case Studies of Women Entrepreneurs in Selected Maharashtra Urban Centers" is split into two sections. The first section focuses on the radical framework. In the second section of the research, a case study of 22 female entrepreneurs is given. The research focuses on entrepreneurs rather than businesses. Entrepreneurship has nothing to do with a person's gender. According to the findings of the research, women may be just as successful entrepreneurs as men.

Tondon (1994)[2]In his article "Trends of Women Entrepreneurship in Bombay," he provides personal information on sample women entrepreneurs. It is made up of age groupings, education levels, income levels, and marital status. Women entrepreneurs' business information included the kind of company, location, and investment range of the organization. According to her research, motivating variables were omitting of need, use of free time, self-satisfaction, and application of knowledge. The researcher classified her recommendations into two categories: I expert suggestions and (ii) her own suggestions.

According to **Choudhari, Shashi.,Baijal and Asoken (1997)**[3]According to the research, "Banks and Women Businesses Development: A Comparison of Approaches in India and the United Kingdom," "in the United Kingdom, women enterprises do not have any unique and separate definition, while Indian women enterprises are individually defined."

- Commercial banks have been the primary providers of financing for small businesses in both India and the United Kingdom.
- Women entrepreneurs in both nations choose service and retail trade operations.

The weight of family obligations is the primary challenge that women encounter when establishing a business in both the United Kingdom and India.

Rathakrishnan and Sellammalle (2001)[4]The authors of the research "Micro Women Entrepreneurs and Socio Economic Empowerment" attempted to examine the role of women in producing revenue via micro entrepreneurial activities such as community fishing. It also sought to emphasize the connection between entrepreneurs and regional socioeconomic empowerment. They even discovered that the impact of their entrepreneurship may be increased if they organize the fish collectively or in a planned manner by knowing the export market network, which would boost the fisherwomen's socioeconomic status in society.

Zimare's (2006)[5]"Socio-Economic Study of Women Entrepreneurs in Pune District" was part study, part analysis of the effect of women entrepreneurship on industrial growth in general, and part analysis of the impact of micro level family economics of the women entrepreneurial families in particular. To achieve the study's goals, the survey technique of research was utilized, coupled with a questionnaire to collect information from women entrepreneurs. The researcher used a stratified random sample technique in this investigation, and in certain instances

According to **Halkias et al. (2011)**[6], It has been observed that lack of new technology, manufacturing costs rise, and female entrepreneurs struggle to make a profit. It was also found that women in Rayalaseema had a reduced chance of having children. The women were found to need excellent education, training, and assistance, as a result of which they were hesitant to take greater risks in company. It was also found that the female entrepreneurs lacking the entrepreneurial aptitude, which is a necessary characteristic for entrepreneurs to execute the activities of the dealing conditions.

Malipatil G.S. (2012)[7]According to his research on According to "Problems of Women Entrepreneurship in Hyderabad Karnataka Region of Karnataka," an Indian housewife has the necessary management skills to run a profitable company since she has to manage the family successfully and efficiently. The goal of this essay is to look at the many factors that promote female entrepreneurship as well as the challenges that women encounter in the Hyderabad, Karnataka region. According to the study, the development of women entrepreneurs is very slow due to constraints such as a lack of economic support from private and governmental sources, inadequate aid from family and the general public, a lack of knowledge of opportunities, and shyness.

Rehman and Roomi (2012)[8], Identify a few programs that may help women entrepreneurs manage their businesses. Few restrictions were made for women under the terms of these programs, with the aim of encouraging and promoting them to start their own commercial enterprises. The article highlights a few methods that have been used to manage entrepreneurial companies. The supervisory authorities established SIDBI in order to provide better financial and credit facilities to women entrepreneurs. It also provides discounts, particularly to female entrepreneurs, which may enhance the running of their business. The articles list many entrepreneurial programs that encourage and help in doing business in an efficient way.

According to **Thulasi (2014)**[9], Demographic variables linked to financial position also had a significant influence in determining women's entrepreneurial behavior. The fundamental leadership intensity of the female entrepreneur is very dependent on the financial assistance provided by family members. There is less pressure on women entrepreneurs to produce and demonstrate greater outcomes in the family, where assistance is well-efficient and helps the company. Women can work with far greater independence and freedom of thought, and they can make sound choices. While if the family is not seen to be from a well-to-do family and has a poor social standing, the ladies will be under enormous pressure to do well and demonstrate better achievements.

Waghmare (2012)[10]In his book 'Women Entrepreneurship,' he investigated the opportunities and challenges faced by female entrepreneurs in Sangli, Maharashtra, India. The study attempted to identify the problems of female entrepreneurs within the headings of individual concerns, social issues, promoting issues, human asset issues, administrative issues, infrastructural difficulties, word related portability issues, and government bolster issues. It was determined that the majority of women entrepreneurs in the Sangli area of Maharashtra (75.3 percent) suffer financial difficulties due to several problems as resolved.

Pandey (2016)[11]In their study paper titled "Role of Financial Institutions in the Advancement of Women Entrepreneurs: Indian Government has launched numerous strategic events to encourage Indian women to establish and grow a new business." According to recent studies, Indian businesswomen create wealth equivalent to global norms. According to the study, these organizations offer highly professional support to women who are engaged in entrepreneurial activity. One of the most important results of this study is its technique for creating and prescribing a very valid but very efficient model called 3S. According to the research, if institutions guarantee the 3Ss of Success, Strength, and Substance, it would be a huge assistance to women entrepreneurs.

JitRavinder and Bharti Anju (2016)[12]have discussed the issues and difficulties confronting Indian women entrepreneurs they have brought to light many of the restrictions that women endure. These limitations have been addressed in terms of psychosocial aspects, legal and regulatory framework, support services such as finance, training, technology, information, and product and service production and marketing. Through their research, they concluded that the government, policymakers, financial institutions, legislators, families, and society as general must eliminate all barriers to the advancement of women's potential entrepreneurial acumen.

According to **Jain and Nehru (2017)**[13], People lack confidence in women's ability to carry out business-related duties efficiently. This has caused issues for women since they do not get enough assistance and advice to achieve their entrepreneurial goals in an effective manner. It was found that about 60% of the women in Rayalaseema were illiterate and lacked access to proper education. Due to a lack of appropriate education and learning, women in business are not prepared to learn about technological advances and development initiatives that are taking place, highly creative techniques for generation, information about aids and support offered by governing bodies are not legally accessible to women. All of these variables have a detrimental effect on the trade's execution process.

Tripathi, K. A., & Singh, S. (2018)[14]His research paper on "Difficulties and Prospects of Women Entrepreneurship" does a study to discover/discover the problems faced by female entrepreneurs that are more complex and gender oriented. These are not the same as obstacles faced by male entrepreneurs. This study was undertaken to investigate the difficulties that women face while operating a company, as well as their management skills and training requirements.

RESEARCH GAP

The results and observations of the researchers' prior research investigations were used in this study. Most research in the field of entrepreneurship tried to investigate the social backgrounds of entrepreneurs. Few studies have looked at the many roles of women entrepreneurs without taking into account investment choices, labor difficulties, management challenges, issues of motivation, and other economic problems linked to money mobilization.

In general, the studies of international, national and local are already made had not given full justice to the issues and challenges related to women entrepreneurship and growth prospects with the help of reasonably large samples. The present study is making an attempt to fill this gap with the proposed title of "A study on Women Entrepreneurship Challenges and Prospects with special Reference to Hyderabad District".

The study focuses on the socio-economic profile of women entrepreneurship in the study area, awareness level on the influencing factors for entrepreneurial ship of women, economic, Psychological, Social and Financial constraints on the entrepreneurship development of women entrepreneurs, challenges faced by the women entrepreneurs in study area and suggestive measures for future prospects for the development of women entrepreneur

OBJECTIVES OF THE STUDY

1. To study and analyse the socio-economic profile of women entrepreneurship in Hyderabad district
2. To know the awareness level on the influencing factors for entrepreneurial ship of women
3. To examines the Economic, Psychological, Social and Financial constraints on the entrepreneurship development of women entrepreneurs in Hyderabad district
4. To identify the challenges faced by the women entrepreneurs in study area
5. To offer suggestive measures for future prospects for the development of women entrepreneur

HYPOTHESES OF THE STUDY

The study has framed the following hypotheses to test the objectives.

H0: There is no significant difference of awareness level between the influencing factors for the entrepreneurial ship of women

H0: There is no Impact ofeconomic, Psychological, Social and Financial constraints on the entrepreneurship development

SCOPE OF THE STUDY

Females had access to training in productive skills, which were mostly centered on embroidery and other tasks. There are many courses available for women to prepare them for careers such as nursing and teaching. Entrepreneurs in India face societal restrictions and attitudes that have stifled their growth as business owners. The setting in which they had to work, as well as the attitude and perspective of society as a whole, kept them apart from the main stream of work environment.

Women were in secondary management positions in many successful companies, even if they held important positions. Today, there are many possibilities for the growth of women entrepreneurs in India, as the entrepreneurial environment evolves and changes quickly. India is a growing nation. People's attitudes and perceptions are not as negative as they formerly were. Women are working hard to make a name for themselves as successful business owners.

National and state-level initiatives were made to encourage self-employment and rural industry involvement, as well as quickly altering the role of financial institutions and the development of sophisticated technologies.

The present study has made an attempt to know the challenges and opportunities for the women entrepreneurial growth in Hyderabad region of Telangana state. The study also highlighted the awareness level on the influencing factors for the women entrepreneurship.

RESEARCH METHODOLOGY

The present study is a descriptive and qualitative in nature. It requires qualitative and quantitative information for analyzing socio-economic profile of women entrepreneurs of study area, awareness level on the influencing factors for the entrepreneurship for the women. The study also examines the role of Economic, Psychological, Social and Financial constraints on the entrepreneurship development of women entrepreneurs.

Methods of data Collection:

The task of data collection begins after a research problem has been identified. The data required has been collected from primary as well as secondary sources.

The study is mainly depends on the following data.

1. Primary data.
2. Secondary data.

The primary data has been collected by using the following techniques.

A tentative schedule of information was framed and sought from the women entrepreneurs. The questionnaire has been prepared keeping in view of objectives and hypothesis of the study. The entrepreneurs of ten districts were interviewed individually.

Informal personal discussions with the registered and unregistered employees of women entrepreneurs, officials of MSME and the women entrepreneurs of the district was held as and when it is required. The secondary data has been collected from the annual reports of official records, journals, research reports and unpublished works etc.

Sample Design:

The reasons for choosing Hyderabad district of Telangana state, as the users of electronic banking services are high, when compared to rural India. The women tend to be better educated and having more awareness levels towards entrepreneurship.

Sample Selection:

A multi-stage sampling design has been done for the study in which the geographical locations was first fixed, followed by the women entrepreneurship from which the respondents were sampled and finally the sampling of the population of interest in the study. The present study has considered the convenient sampling methodology for the collection of sample from the total population of the Telangana state entrepreneurs. The study of the universe is infinite. Hence the study has considered the sample size as 384 entrepreneurs based on the nature of size, business and activities carried by them. Due to these significances, the present research has obtained the details of their development for the study purposes. The entrepreneurs in the DIC of Hyderabad of Telangana state are 1, 80, 384 according to the annual report of Micro, Small and medium enterprises 2020-21. For this study the sample selection has been done in the following process:

Stage -2: (Selection of respondents) – The study has collected the data from the district industrial centre of Hyderabad, where registered women entrepreneurs consulted for the primary data collection purpose.

Stage -3: (Universe) – The study considered the women entrepreneurs, who are having minimum one year or more than a years of experience were consulted.

Stage -4: (Selection of entrepreneurship) – The respondents were selected through simple random methodology, if there is any increase or decrease in the sample size, the reliability remains same. An adequate level of sample size is taken into consideration. The following formula has been applied:

Determination of Sample Size:

$$\text{Sample size(n)} = \frac{Z^2 Npq}{Nd^2 + Z^2 pq}$$

Z= 1.96(5% level of significance)

P= 0.5

Q= 0.5

D=0.05 (Confident level)

N=180356 (Registered women entrepreneurs in DIC of Hyderabad district)

3.8416*(180356*0.5*0.5)/((180356* 0.0025) +(3.8416*0.5*0.5))

= 384.108 **(Approximately 384 sample).**

Research Procedures:

In the present study the data were collected in terms of numbers that can be quantified or summarized (Allen, Titsworth, & Hunt, 2008). The focus of a quantitative research is concise and narrow. Data are collected by distributing structural instrument i.e. the questionnaire to larger sample sizes representative of the population (Gall, Borg, &Gall, 2003).

Survey Instrument: The Structured Questionnaire

A questionnaire is a document comprising a set of questions, which is sent to a large number of respondents with a view to obtaining their input and opinions on the topic of the research study. Questionnaire is defined a method to gather information related to the opinions of a large group of people (Pinsonneault& Kraemer, 1993). Researchers have the option of using either structured or unstructured questionnaires. A structured questionnaire provides different options for each question, and the respondent is simply required to select and mark the applicable answer (Babbie, 1998) whereas unstructured questionnaire requires for more cooperation on the part of the respondents since they are required to answer the questions in their own words. The present study is a questionnaire research that uses questionnaire as an instrument to collect the first hand information.

Questionnaire Scale:A standardized questionnaire exposes each respondent to same set of questions (Brace, 2008). Each of these items is evaluated on 5-point Likert scale.

Table

Questionnaire for Women Entrepreneurs

Section	Section Heading
I	Socio-economic Profile
II	Awareness on Influencing factors for entrepreneurship of women
III	Economic, Psychological, Social and Financial constraints on the entrepreneurship development
IV	Challenges faced by the women entrepreneurs
V	Suggestive measures for future prospects for the development of women entrepreneur

Source: Compiled by the researcher

Tools of Analysis

The collected data has been classified, tabulated and analyzed in a significant manner. For the analysis of data suitable statistical tools were used such as percentages, frequencies, Chi-square test, Neural Network, Structural Equation Model, Confirmatory Factor analysis and factor analysis are used and further to test the hypothesis of the study

Reliability Test: The study will apply the reliability test to know the primary data reliable for the examination of proposed objectives. The study will consider the Cronbach's Alpha i.e. > 0.7. The likert scale opinion questions will be considered and calculated values should be greater than the 0.7, then the data will be considered as reliable.

Frequency Tables: A frequency distribution table can give an idea about the spread of data in a glance. The frequencies will reflects the opinions of the women entrepreneurs in the perspective of awareness on Influencing factors for entrepreneurship of women, Constraints such as Economic, Psychological, Social and Financial constraints on the entrepreneurship development, Challenges faced by the women entrepreneurs and Suggestive measures for future prospects for the development of women entrepreneur.

Pearson Chi Square: The study applied the chi-square method to examine the association of women entrepreneurs' demographic factors with the parameters of challenges and prospects of women entrepreneurship. The study applied the chi-square for the analytical objectives to explore the association between the customers' demographic factors and awareness on Influencing factors for entrepreneurship of women, Constraints such as Economic, Psychological, Social and Financial constraints on the entrepreneurship development, Challenges faced by the women entrepreneurs and Suggestive measures for future prospects for the development of women entrepreneur.

Neural Network: The study examines the awareness level on the influencing factors of entrepreneurship by the women. The study will apply the neural network to prioritise the highly influencing factors to lower influencing factors for the entrepreneurship by the women through the importance value generated with the neural network.

Structure Equation Model: The study examines the impact of constraints such as Economic, Psychological, Social and Financial constraints on the entrepreneurship development. The SEM will be applied to know the multiple independent variables (constraints) impact on the dependent variable (entrepreneurship)

Confirmatory Factor Analysis: CFA is applied to extract the high loading factors among the framed Challenges segment wise. The study has fixed the 50% base, which ever the factor loading value is observed to be higher than the base value will be considered for the framing of structure equation model. The primary data has been feed into SPSS data sheet and that sheet has been uploaded to AMOS software. In AMOS path diagram has been framed by the researcher for the confirmatory factor analysis and structure equation model.

Exploratory Factor analysis: The study adopted the exploratory factor analysis to know the high loading factors among the framed factors for the suggesting the measures of future prospects for the development of women entrepreneur.

Software Package used for the study

- SPSS Version – 24 (Statistical package for Social Sciences)
- AMOS – 23 (Analysis of Movement Structure)
- E-Views –10 (Econometric Views).

LIMITATIONS OF THE STUDY

The following are the limitations have been proposed for the study

1. The study considered the entrepreneurs from Hyderabad district of Telangana state. Therefore, the findings of the study confined to this district only.
2. The study is based on the perceptions of the women entrepreneurs. Their attitudes may change with the change of times. Therefore, the responses reflect their contemporary views on the prevailing conditions.
3. It relies exclusively on the responses to questions or statements contained in predominantly structured interview schedule.

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